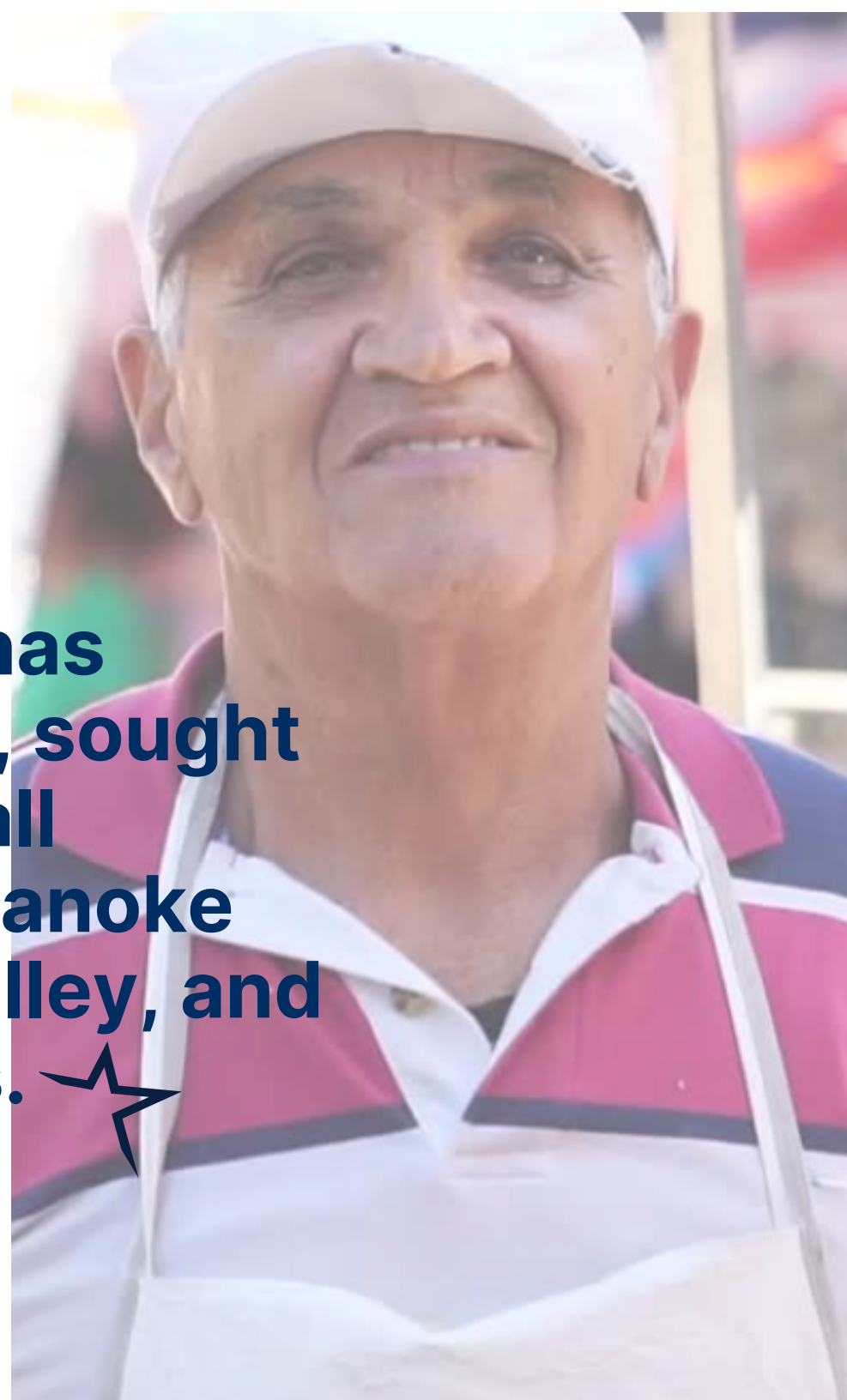
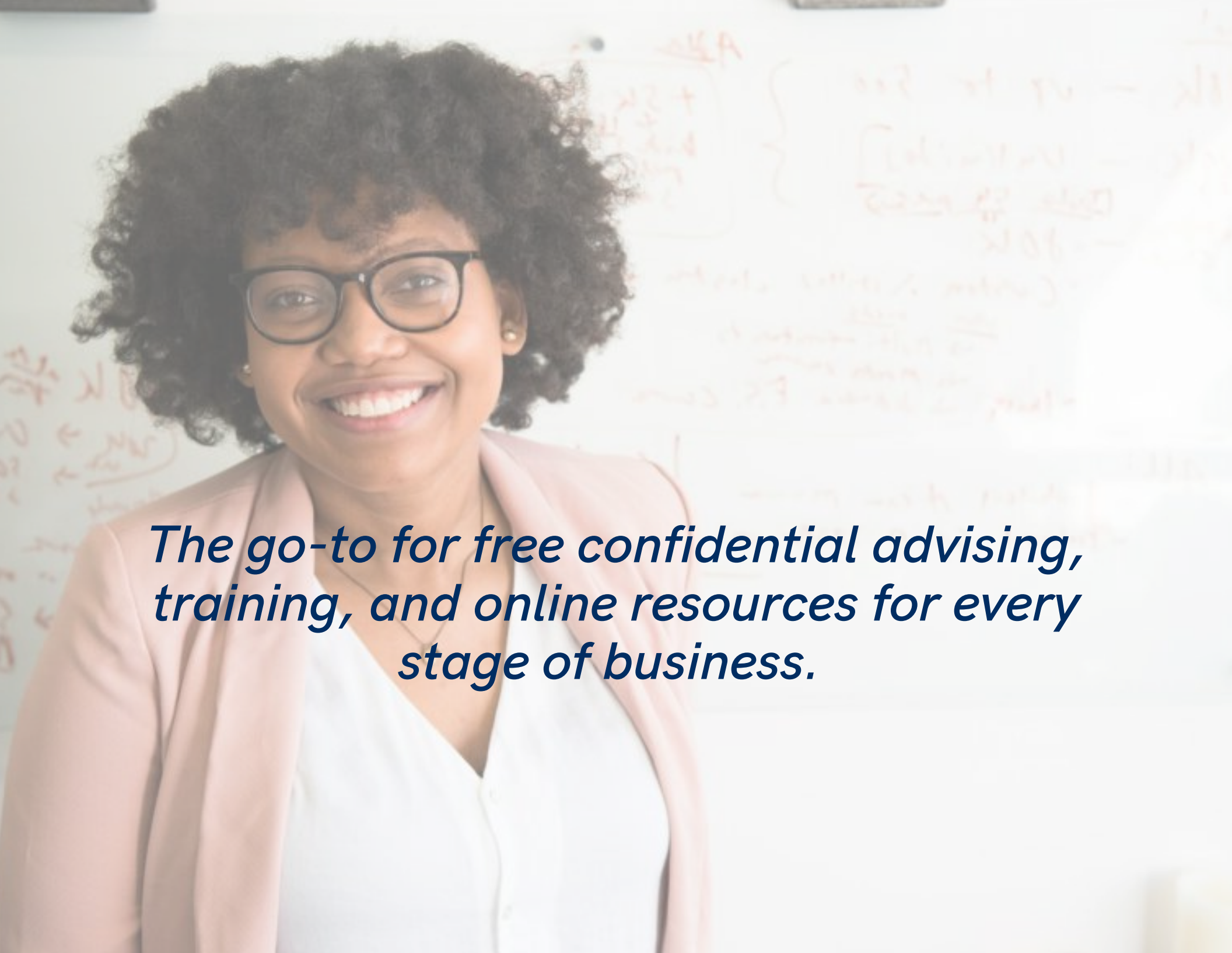




SPONSOR GUIDE 2022

The Roanoke SBDC has grown into a trusted, sought out resource for small businesses in the Roanoke Valley, New River Valley, and Alleghany Highlands. ✨





*The go-to for free confidential advising,
training, and online resources for every
stage of business.*

THE REACH

We have a captive audience of small business owners across all industries, demographics, and type.

49% women-owned businesses
19% minority-owned businesses
7% veteran-owned businesses

THE PROCESS

We listen, survey, and engage small business owners to understand what their pressing needs are, and develop programs and materials that provide value. Our sponsors play an important role in supporting our small business community and serve as collaborative partners in the development of new initiatives. Private sponsors contribute 30% to our operating budget annually and are critical in order to offer free training and engaging programs.

Sponsorship dollars are matched 1:1 by a grant in a cooperative agreement with the U.S. Small Business Administration.

WE REACH OVER 17,000 FUTURE AND EXISTING SMALL BUSINESS OWNERS



8,500+
EMAIL
SUBSCRIBERS



6,178+
SOCIAL
FOLLOWERS



1540
TRAINING
EVENTS



227,588
TRAINING
HOURS

OUR CLIENTS PROVIDE BIG ECONOMIC IMPACT TO OUR REGION



263
LOANS
SECURED



\$22B
INCREASED
SALES



115
NEW
BUSINESS
STARTS



21,700+
JOBS
SUPPORTED

The image features a large, stylized number '1722' in the background. The '1' is blue, the '7' is purple, and the two '2's are orange. A horizontal, semi-transparent light beige bar spans across the middle of the image, partially obscuring the numbers. The text 'Clients Advised' is centered on this bar.

Clients Advised

January 1, 2020 – December 31, 2020

THE BENEFITS



ECONOMIC DEVELOPMENT

Small Business makes up 99.5% of Virginia businesses and they employ more than 1.6 million people, providing over 39,000 new jobs in 2020. New and existing small businesses are at extreme risk due to the pandemic. Nearly half don't have the financial reserves to last more than a few weeks. Business owners who seek advice and business services from the SBDC are 80% more likely to be sustainable and resilient.

LIVABILITY

Small businesses support our region's assets, tourism, and day-to-day livability of our communities. Our local businesses are what make people want to live and play in our region and aids in the recruitment of high-wage jobs. From your favorite local dining spot, retail shop, or services with local flair, we all benefit when small businesses thrive.

SPONSOR DOLLARS ARE MATCHED 1:1



- Logo and website link on website
- Presenting Sponsor badge for your website
- Recognition included in new client welcome email
- Highlighted at quarterly stakeholder meetings
- Included in annual impact report
- Two tickets to The State of Small Business Annual Event
- Opportunity to serve on our newly formed board of advisors

Additional benefits of the opportunity chosen is outlined in the next section



- Company name listed on website impact page
- Company name listed in annual impact report
- Recognition in new client welcome email
- Branding and PR for chosen program or event.

Additional benefits of the opportunity chosen is outlined in the next section



- Company name is recognized in relation to the program, event, or services chosen.
- Company name listed on Pay It Forward webpage.

Additional benefits of the opportunity chosen is outlined in the next section

THE OPPORTUNITIES

SPONSORED programs

Programs are our #1 engaging method of training that invites entrepreneurs to learn and connect, together. We offer a variety of delivery methods to meet the busy demands of business owners and meet them where they are in their business journey.

In addition to the sponsor level benefits:

- Recognition on all social platforms, websites, registration links, landing pages, and graphics associated with the program.
- Recognition is given on all training materials for the program.
- Tags and links to business homepage in all web-based content.
- Opportunity to write or speak for program welcome.
- Additional materials can be included in the program from the sponsor.

SMART START

Start Tackling Your Business Idea

First Name: Jay ✓ Last Name: Forrester ✓

Email: jay.forrester@gmail.com ✓

Password: ✓

Your password must have: ✓ 8 or more characters, ✓ at least one number, ✓ special character, and ✓ upper case letter

☐ Subscribe to the Business Club Newsletter

[Sign Up For Free](#)

By clicking "Sign Up" you agree to RRSBDC Terms of Use and Privacy Policy

BY ROANOKE REGIONAL SBDC

	Program Investment	# Available	Sponsor Level
Minority Business Program <i>We partner with We Are Mortar to provide a culturally relevant stand-alone program to help business owners grow stable and resilient businesses and break down barriers that exist for our minority community. This program requires a full-time coordinator and license fees.</i>	\$25,000	5	Presenting
Marketing Cohort Program <i>This virtual program includes 10 hours of training and materials on marketing fundamentals to 24 participants each year.</i>	\$5,000	1	Presenting
+ Three Technical Workshops	\$1,000	3	Pay It Forward
+ Mastermind Alumni Group	\$2,500	1	Supporting
Financial Stability Program <i>We are looking for collaborative partners to develop and deliver on-demand learning, downloadable materials, and technical workshops throughout the year.</i>	\$3,750	2	Supporting
Human Resources Program <i>Includes 5 workshops on human resource-related topics for small business owners.</i>	5,000	1	Presenting
Optimal Operations Program <i>Includes 5 workshops on management and operations-related topics for small business owners.</i>	\$5,000	1	Presenting
EntrepreneuHER Program <i>3 workshops throughout the year on topics specific to women entrepreneurs.</i>	\$5,000	1	Presenting
+ Kick-off Celebration	\$2,500	3	Supporting

	Program Investment	# Available	Sponsor Level
VetBiz Virginia Program <i>Dedicated website and database for veteran-owned businesses. Includes monthly newsletter and quarterly meetings.</i>	\$2,500	3	Supporting
Smart Start Business Plan Program <i>Online software built specifically for entrepreneurs in our region to build business plans in a fun and engaging way to be capital ready.</i>	\$2,500	3	Supporting
GrowthWheel Peer Group Program <i>Peer group of 10 gather with an advisor to learn and talk about topics related to growing a small business. This is intended for businesses that have been open 3+ years and have employees.</i>	\$2,500	3	Supporting
Ag Day Program <i>A day of acknowledging and sharing resources for the agriculture industry. Includes a panel discussion with key agriculture service providers and social campaign.</i>	\$2,500	1	Supporting
Website Program <i>We partner with other small businesses to build and develop a website and branded photography for 10 start-ups a year.</i>	\$1,000	10	Pay it Forward

SPONSORED events

Events are celebrations planned around specific topics and audiences. We include workshops, social media content, blog content, in-person and virtual get-togethers, and other learning opportunities so that we meet a wide range of schedules, learning styles, and audience segments.

In addition to the sponsor level benefits:

- Event content developed and delivered by SBDC and partners. Collaboration on agenda, topics, and speakers welcomed.
- Recognition on all social outreach, website, registration links, landing pages, and graphics associated with the event.
- Tickets for virtual and live events for a selected team.
- Tags and links to business homepage in all web content.
- Written sponsorship commercial to highlight services and products.
- Opportunity to speak at event.



	Event Investment	# Available	Sponsor Benefits
EntrepreneuHER Retreat	\$250 - 10,000	Multiple	Multiple
Foodiepreneur Symposium	\$250 - 10,000	Multiple	Multiple
Outdoor Biz Symposium	\$250 - 8,000	Multiple	Multiple
Small Business Week SBA Event Watch Party One Custom Workshop Daily Social Campaign	\$3,750	2	Supporting
Minority Enterprise Dev Week SBA Event Watch Party Community Celebration Daily Social Campaign	\$2,500	2	Supporting
National Veterans Small Business Week Awards Event SBA Event Watch Party VetBizVirginia Website Banner	\$2,500	2	Supporting
Financial Literacy Month Four Virtual Financial Fri-yay!	\$2,500	1	Supporting
Cyber Security Month One Custom Workshop Four Collaborative Content	\$2,500	1	Supporting
Mental Health Awareness Month One Custom Workshop Four Collaborative Content	\$2,500	1	Supporting
Professional Headshot Event	\$2,500	2	Supporting
State of Small Business	\$2,500	3	Supporting
Speaker Gift Cards	\$50	10	Pay it Forward

SPONSORED collaborations

Collaborations give us an opportunity to provide expertise from our local business community straight to small business owners. Our talented team will work with you to develop valuable content for our audience that gets your services and products front and center and serves unmet needs of small business owners.

In addition to the sponsor level benefits:

- Co-developed branded content.
- Longer engagement throughout the year.
- Recognition on all materials for the collaboration.
- Tags and links to business homepage in all web content.
- Opportunity to write or speak.



	Collaborative Investment	# Available	Sponsor Benefits
Small Business Club Newsletter <i>Sent monthly to subscribers.</i>	\$2,500	1	Supporting
Partner Newsletter <i>Sent quarterly to government agencies, corporate sponsors, and community ecosystem quarterly.</i>	\$2,500	1	Supporting
Digital Product <i>Collaborate on an evergreen downloadable product. I.e. guidebook, checklist, workbook.</i>	\$2,500	2	Supporting
Social #TuesdayTips <i>Provide weekly business tips on Instagram and Facebook.</i>	\$2,500	1	Supporting
On-Demand or Email Course <i>Collaborate to develop an evergreen on-demand or email course.</i>	\$2,500	2	Supporting

SPONSORED operations

Smooth technology-driven operations are what enable us to meet the needs of our region's small businesses. Our clients interface with us using tools that they can implement in their business, making every interaction with us, a learning experience.

In addition to the sponsor level benefits:


- Client facing thank you recognition on sponsored technology or office space.



Cheryl Keen Tucker

NRV Zoom Advising Appointment

 1 hr

 Web conferencing details provided upon confirmation.

I look forward to connecting! Be prepared to give an update on your business and/or follow-up from our previous conversations.

	Operations	Investment	# Available	Sponsor Benefits
Conference Room 1 Sponsorship <i>Exterior and interior sign. Three-year reoccurring commitment.</i>		\$5,000	1	Presenting
Conference Room 2 Sponsorship <i>Exterior and interior sign. Three-year reoccurring commitment.</i>		\$3,500	1	Supporting
Recording Studio <i>Exterior sign. Three-year reoccurring committment.</i>		\$3,500	1	Supporting
Zoom <i>Thank you note in Waiting Room.</i>		\$2,500	1	Supporting
Calendly <i>Thank you on scheduling page for each advisor.</i>		\$500	1	Pay It Forward

SPONSORED services

Our professional business advisors work one on one with small business owners and their teams to help them excel wherever they are in the business journey and help them define a path for growth. Sponsoring our advising work is the easiest way to support our region's small business community.

The average advising hours a small business owner utilizes on an annual basis is five.



	Service Investment	# Available	Sponsor Benefits
Services for 1 business owner <i>The average time per client is 5 hours.</i>	\$375	10	Pay It Forward
Services for 5 business owners <i>The average time per client is 5 hours.</i>	\$1,875	10	Pay It Forward
Services for 10 business owners <i>The average time per client is 5 hours.</i>	\$3,750	10	Supporting
Services for 20 business owners <i>The average time per client is 5 hours.</i>	\$7,500	10	Presenting

THE PATH

01

CLAIM AN OPPORTUNITY THAT ALIGNS WITH YOUR
COMPANY'S MISSION AND AGENCY SUPPORT
GUIDELINES >> [HERE](#).

02

WE'LL FOLLOW UP TO SCHEDULE A TIME TO
DISCUSS THE DETAILS AND TIMELINE FOR 2022.

03

INVOICES WILL BE SENT IN OCTOBER 2021.

Your sponsorship
makes a huge
impact on the
region's small
business
ecosystem.



Jobs
created



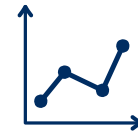
New
businesses



Capital
invested



Increased
sales



Business
growth



FREE
Resources

THANK YOU.

If your organization is interested in becoming a sponsor, please contact:

Amanda Forrester, Director

Roanoke Regional SBDC

AForrester@roanokesmallbusiness.org

Heather Fay, Program Director

Roanoke Regional SBDC

HFay@roanokesmallbusiness.org